



*The Conservatory at Plano wins Gold Award
at the Best of 50+ Housing Awards Gala*

FOR IMMEDIATE RELEASE:

October 6, 2008

Dallas, TX--The National Association of Home Builders' 50+ Housing Council has announced The Conservatory at Plano as the recipient of the Gold Award for: *Overall Community Design*. The Houston-based architectural firm Meeks + Partners contributed the design for the Plano-based Conservatory Senior Residence property receiving the award.

The Best of 50+ Housing Awards is the premier design and marketing competition for the senior housing industry. The NAHB 50+ Housing Council recently revealed the award winners at the Best of 50+ Housing Awards gala in New Orleans. The gala was held in conjunction with NAHB's Building for Boomers & Beyond: 50+ Housing Symposium.

Located in northwest Plano, Texas, the 222-unit independent senior community is thoughtfully laid out on 6.89 acres, offering 32 units per acre. The property features dramatic Spanish Colonial architecture that blends into the surrounding residential neighborhood, while creating a sense of old-world elegance.

Residents and guests enter the property through an impressive circular grand entry surrounding a classically designed water fountain that leads to a porte cochère. A concierge welcomes residents and guests into a three-story atrium designed to reproduce a world-class resort, featuring a grand marble staircase. The grandeur that is evoked in the architecture, furnishings and art work was designed to replicate some of the great manor homes of Europe. Throughout the property, including building hallways, painted reproductions of renowned works of art by 18th and 19th century artists grace the walls as do other decorative arts and antique reproductions.

Featuring a grand two-story atrium, the 25,596 square-foot community center offers a multitude of amenities that include a richly-appointed billiard and game room, a crafts center, a SPA, beauty/barber shop, library and fitness center, a grand dining hall, a 40-seat theatre, a bistro and lounge area and a brain fitness therapy center. Outside, an inviting resort-style pool area offers a social gathering area as do strategically placed lushly-landscaped courtyards to promote a beautiful, inter-active community environment. Every one- and two-bedroom apartment home includes luxurious finishes and comfortable features for the residents such as individual entries, balconies, large closets, many built-ins and storage areas. Units range from 561 square feet to 1,068 square feet.

Conservatory Senior Living is the new standard of choice for independent, active seniors who want to live a luxurious lifestyle. Currently five vibrant senior retirement communities are open in Keller, Plano, Wells Branch in Austin and the Houston suburbs of Champion Forest and The Woodlands.

The Conservatory at Plano is located at 6401 Ohio Drive in Plano. For more information call 972-491-3100 or visit www.conservatoryseniorliving.com.

###

Media Contact:

Amity Thomas

214/521-6677

mtiller@marthatiller.com